

PART B - FEE(S) TRANSMITTAL

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1. **CORRESPONDENCE ADDRESS:** (Use 1 in Block 1 for no change of address.)

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I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

_____ Date	_____ Signature
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76641 7590 0104/7604
YAHOO! INC.
C/O Ostrow Kaufman & Frank LLP
The Chrysler Building
405 Lexington Avenue, 62nd Floor
NEW YORK, NY 10174

APPLICATION NO.	FILED DATE	FIRST NAME INVENTOR	ATTORNEY CHECKED NO.	CONFIRMATION NO.
09/712,471	7/2/15/2000	Patric M. Black	60018-150	9603

TITLE OF INVENTION: TARGETED E-COMMERCE SYSTEM

APPL. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PROV. PAID ISSUE FEE	TOTAL FEE DUE	DATE DUE
nonprovisional	NO NO	9603 1510	\$300	\$0	\$9603 \$1810	05/03/2010
EXAMINER		APP. FEE	CLASS. SUBCLASS			
FRENCH, VANEL		3687	705-026000			

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.333).

☐ Change of correspondence address or Change of Correspondence Address form PTO-SB-1221 attached.

☐ "Fee Address" indication for "Fee Address" indication form PTO-SB-47, Rev. 02-02 or more recent attached. Use of a Customer Number is required.

2. For printing on the prior front page, list:

(1) the names of up to 3 registered patent attorneys or agents OR, alternatively,

(2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 3 registered patent attorneys or agents. If no name is listed, no name will be printed.

- Seth H. Ostrow
- Ostrow Kaufman &
- Frankl LLP

3. **ASSIGNMENT AND RESIDENCE DATA TO BE PRINTED ON THE PATENT** (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 1.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

(B) RESIDENCE (CITY AND STATE OR COUNTRY)

Yahoo! Inc.

Sunnyvale, CA

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☒ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

- ☒ Issue Fee
☐ Publication Fee (No small entity discount permitted)
☐ Advance Order: # of Copies _____

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- ☐ A check is enclosed
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☐ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form)

5. Change in Entity Status (from status indicated above)

- ☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2)

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant, a registered attorney or agent, or the assignee in other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature: /Timothy J. Bechen/

Date: 2/25/2010

Typed or printed name: Timothy J. Bechen

Registration No.: 48126

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